CITY OF KENT POSITION DESCRIPTION

Position Inventory Number:				
Classification Specification: VIDEO PROGRAM COORDINATOR				
Salary Range:AF34				
Position Description (Working Title): <u>Video Development and Operations Coordinator</u>				
Incumbent:				
Location: <u>Information Technology - Multimedia Services Division</u>				

GENERAL PURPOSE:

Under the direction of the Multimedia Manager, the incumbent is responsible for all aspects of Kent's Government Access Television Channel (Kent TV21) programming, production and operation within established City policies, procedures, guidelines and all FCC regulations. The primary purpose of the City's Government Access Program is to provide professional programming for broadcast on Kent TV21 and the City's external Internet web site to educate and inform the citizens of Kent about City services, events, functions and the "business of government."

Work is characterized by professional, administrative, and technical work in the planning, development and coordination of the Kent TV21 programming, production and operations. Duties include, but are not limited to, planning, organizing, developing and coordinating Kent TV21 television programming and operations; serving as creative director and producer and being responsible for all aspects of video production to create and provide program content for broadcast on Kent TV21; providing direction to assigned staff, interns, contractors, temporary employees and/or other staffing resources; researching videotaped programs for possible broadcast; performing all technical aspects of video production and operations as needed.

Work is performed under limited supervision. The Manager sets the overall objectives, and available resources. Incumbent and Manager work together to review/develop deadlines, projects, and work to be completed. Incumbent is responsible for the work, plans and carries out assignments, resolves most conflicts that arise, coordinates work with others, and interprets policies on own initiative in terms of established objectives. Incumbent keeps Manager informed of progress, potentially controversial matters, or far reaching implications. Work is reviewed in terms of feasibility, compatibility with other work, and/or effectiveness of results.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Plan, organize, develop and coordinate all aspects of the City's Kent TV21 cable channel program development and operations; provide development and oversight of Kent TV21 financial resources, staffing resources and programming content.

Plan, organize, develop and coordinate Kent TV21 financial resources by researching, applying for and/or developing outside funding and partnership resources, which may include, but are not limited to grant funds, program sponsorship, partner agencies, and others.

Plan, organize, develop and coordinate Kent TV21 staffing resources to provide preproduction, production, and post-production services by researching, evaluating, recommending, implementing and overseeing these staffing resources. Staffing resources may include City staff, internships, volunteers, contractors and partnerships with other agencies.

Plan, organize, develop and coordinate Kent TV21 program content, which should focus on the City's vision and values, improve the City's image, meet the City's marketing and communication goals and strategies, and meet the City's broadcast policies and standards. Research program content already produced, or partner with other government/non-profit agencies and other City staff to produce new programs which meet these objectives.

Prepare the annual work plan for the Kent TV21 and video production programs in accordance with established goals and key targets. Research and advise Manager on resources needed and costs associated with proposed plans/projects. Once approved, ensure that plans/projects are implemented in accordance with timelines and budget limits. Keep Manager apprised of ongoing status.

Organize, prioritize, assign work and provide work direction to interns, consultants, temporary employees and/or other assigned employees.

Work with Multimedia Lead and Printing Lead to coordinate back up staffing availability and assignments. Train and oversee multimedia staff to provide back up to video and Cable TV functions including, but not limited to, taping City meetings (such as council meetings, land use land use and planning board meetings and council committee meetings), programming broadcast playback system, reviewing programming and troubleshooting, and assisting with field and studio productions in various capacities.

Assist with research, determination and implementation of video, audio, and lighting equipment and software for purchase and upgrade needs for cable in-studio, editing, broadcast and field equipment.

Perform in-depth video productions to create and provide program content for broadcast on Kent TV21 and the City's Internet.

Act as creative director/producer for video projects produced for and about the City of Kent. Interpret the project communication goals and strategy and develop proposed creative approaches and treatments that align with that strategy. Initiate and stimulate

creative ideas for and from everyone involved in the creative process. Oversee the creative service agencies or positions, which may include script writers, actors, musicians, videographers, and post production editors.

Act as television video producer for in-depth programs for and about the City. Is responsible for the production of high-end video programs; work with customers to prepare outlines, write scripts; coordinate content, shooting locations and talent; act as video and camera crew; log footage; digitize material; determine which shots to use, shot sequences and transitions; select appropriate audio tracks to match footage; and arrange all of these elements into the digital editing system on a multi-layer track for final rendering to create a completed video program. Seek approval through appropriate parties for the completed video project and distribution as appropriate.

Research and preview videotaped programs from outside sources, such as other government jurisdictions and/or private production agencies for possible broadcast on Kent's TV21.

Is responsible live in-studio and live-on-tape camera production and post-production, program playback/broadcast system in order to control the programming to be broadcasted on Kent TV21; monitor broadcasting playback.

Maintain performance measurement statistics in accordance with established procedures and practices.

Perform troubleshooting and routine maintenance in electronic equipment and/or schedule repair service.

Become familiar with, follow and actively support the City's mission, vision, values and behavior statements.

PERIPHERAL DUTIES:

Responsible for the set-up of meeting rooms for meetings/events that require filming.

Provide duplication services for departments and citizens.

Provide set-up of the PA audio system for City special events as needed.

Perform related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

KNOWLEDGE OF:

FCC broadcasting rules and regulations

- Rules and regulations that apply to working with Public, Education and Government (PEG) Access Television
- Copyright laws and guidelines as related to videotaped materials
- City and Department organization, operations, policies and objectives
- Principles of video lighting, audio technology, audio/video signals, connections cabling
- Principles and practices of directing and producing video and/or television programming
- Principles of training, leading, and motivating employees and others
- Correct English usage, grammar, spelling and punctuation
- Record-keeping techniques
- Tact, patience and courtesy

SKILLED IN:

- Effectively delivering a message or telling a story using audio/video equipment and techniques
- Developing, coordinating and producing video programs
- Working with a wide range of cultural and economic backgrounds
- Using tact, patience and courtesy
- Oral and written communication skills
- Connecting and configuring video production equipment including audio, video, lighting, computerized text generation and video playback equipment
- Operating a variety of video equipment including digital cameras, camcorders, audio, and lighting equipment, mixers, monitors, robotics, and edit controller
- Operating a variety of software applications such as FAST Nonlinear Editing software, SCALA Info-Channel; Adobe PageMaker, FrontPage, Boris FX Special Effects software and others

ABILITY TO:

- Analyze situations accurately and adopt an effective course of action
- Read, interpret, apply and explain codes, rules, regulations, policies and procedures
- Effectively build and maintain effective working relationships with City officials, management, employees, co-workers, the public, and outside agencies
- Effectively work with other organizations outside of the City such as Puget Sound Access, schools, other government and public agencies
- Work effectively with interruptions in a production environment
- Understand, accept and follow direction from various staff in relation to work product
- Effectively work on multiple concurrent projects
- Work under stress and tight deadlines
- Meet schedules and time lines

EDUCATION AND EXPERIENCE REQUIRED:

Education: Bachelor's Degree in communications, broadcasting, public or business

administration, marketing, or a related field; and

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Experience: Three (3) years of professional level experience in television programming,

television program development or operations, video production, or related field.

Or: In place of the above requirements, the incumbent may possess any combination

of relevant education and experience which would demonstrate the individual's knowledge, skill and ability to perform the essential duties and responsibilities

listed above.

LICENSES AND OTHER REQUIREMENTS:

Valid State of Washington Driver's License

- Experience in Public, Education and Government (PEG) Access preferred
- Grant writing skills and experience desired
- Bilingual skills desired

MACHINES, TOOLS AND EQUIPMENT USED:

Incumbent utilizes a full range of video production and broadcasting equipment including, but not limited to, multiple robotic cameras, audio and video mixers, edit controllers, digital camera and field equipment, nonlinear and linear editing equipment, video broadcast equipment, video unattended broadcast programming equipment and software, DVD players/recorders, SVHS and VHS deck players/recorders, wired and wireless microphone systems, field and in-studio lighting equipment, character generation software, etc.

Typical business office machinery, equipment and software used include, but are not limited to, personal computer, word processing and spreadsheet software, printers, telephone, fax machine, copy machine, calculator, projector and typewriter.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use arms, hands and fingers to handle, feel, or operate objects, materials, tools, equipment, or controls and reach with hands and arms. Frequently required to stand or sit for long periods of time, walk, lift, bend, push or pull, hear, talk normally with or without mechanical assistance. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus. Frequently required to lift at least 50 pounds routinely and occasionally lift and/or move up to 75 pounds.

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WORKING CONDITIONS:				
Regularly required to work in a tel Lifting production equipment of ap and/or weekends; and is subject to	proximately !	50 pounds. Regularly required		
SIGNATURES:				
Incumbent's Signature	Date	Supervisor's Signature	Date	
Approval:				
Department Director/Designee	Date	Employee Services Director/Designee		
		updated annually at the time becomes vacant; or, if the duties		

Revised 12/14/01, 12/7/06 AH